

# The Ad-visor

Conducted by Samuel Hopkins Adams.

This department is devoted to separating the sheep of advertising from the goats—and hanging a bell on the goats. It deals with a very serious topic in a way that is not too serious. Its honest endeavor will be to answer with fairness, either in print or, where that is inexpedient, by private letter, all fair questions about advertisements, while reserving the right to plead ignorance when that is the right answer. It asks nothing for its services except the confidence of its correspondents in giving their names and addresses, a confidence which will never be violated. Please state clearly whether you prefer to have your name withheld from answers printed here. No unsigned communications will be read. Address: The Ad-visor, The Tribune, New York.

In your Ad-visor column in The New York Tribune of to-day is a communication signed "C. B. S." This writer goes out of his way to take exception to an advertisement of the Ziegfeld Follies in The Tribune. Incidentally, he writes that the Ziegfeld Follies "is only a moderate success."

I should very much like to know from what source this person who hides his identity under the initials "C. B. S." obtains information which causes him to make a direct misstatement, and therefore places you under the embarrassment of printing, in what is meant to be a truthful column, a wanton untruth. [Here follows some fervid press-agent matter omitted for reasons explained below.]

Another slur of "C. B. S." is directed at the New Amsterdam Theatre, which is advertised as "the coolest theatre in the world." I have a very fair knowledge of first class theatres in the world's producing cities, and I believe, with countless others, that the New Amsterdam is justified in such a claim. At all times this beautiful theatre is delightfully comfortable.

In my opinion, it is far more creditable to make fair statements through the medium of advertising columns at 50 cents a line than it is to vent one's spleen at the cost of a two-cent postage stamp. It would be interesting to know if "C. B. S." has ever been in the New Amsterdam Theatre or has seen the Ziegfeld Follies.

SAM HARRISON, Business Manager Ziegfeld Follies, New Amsterdam Theatre.

C. B. S.'s criticism was directed against the reckless use of the superlative in the advertisements, and not against Mr. Harrison's production, which Mr. Harrison praises so highly and doubtless so conscientiously. The latter's encomiums might very well have been left in his letter instead of being blue-pencilled from it had he not garbled C. B. S.'s letter to make a peg for them. What C. B. S. actually said was that if another theatrical claim of greatest success in New York were true, then "the New Amsterdam's great production is only a moderate success, which the management will hardly agree to." To the italics (which are my own) Mr. Harrison's attention is particularly directed. Obviously, two rival shows couldn't both be right in claiming the superlative of success. Further, the New Amsterdam proclaimed itself "the coolest theatre in the world," manifestly guess-work at best. Hence C. B. S.'s criticism. Mr. Harrison doesn't seem quite to meet his point. C. B. S. objects to the use of the term "most successful"; Mr. Harrison retorts, in substance, that the show was and is exceptionally successful, which is quite another matter, since other contemporary performances may also be exceptionally successful. C. B. S. criticizes the "coolest in the world" claim of the New Amsterdam. Mr. Harrison replies that the theatre is "delightfully comfortable." So are other theatres. On his own ground Mr. Harrison is a powerful and convincing leader, but his ground is not C. B. S.'s, and I think that he will hardly convince that gentleman, even though he may have convinced himself. And, by the way, C. B. S. does not "hide his identity" under his initials. Had his letter been anonymous it would have fluttered down to forgetfulness in the Ad-visor's wastebasket. Mr. Harrison may have the full name and address on request. Meantime I venture to call to his attention—and to that of other correspondents—the fact that the ordinary rules of controversy apply to this column. The first rule is courtesy to one's adversary.

On several occasions The Ad-visor has pointed out the singular example of dual nature in the person of Mr. William R. Hearst, proprietor of a number of newspapers and magazines. Editorially Mr. Hearst is a Jew. He is a Jew when it comes to advertising he is a Mr. Hyde of the deepest dye. Inevitably the good Mr. Hearst and the bad Mr. Hearst come into conflict at times, thereby affording a spectacle painful to the judicious but exhilarating to the ungodly. For example, here are three exhibits of Hearstness:

Exhibit A—The notice on the good Mr. Hearst's advertising card that "The American" does not accept objectionable medical advertisements.

Exhibit B—The exposure of "Get Slim" (a nostrum of the "fat-reducer" type) as a fake and a fraud in the good Mr. Hearst's good magazine, "Good Housekeeping."

Exhibit C—A letter from Paul E. Wilkes, the bad Mr. Hearst's Southern advertising manager, to the proprietor of "Get Slim" (denounced as a fake by the good Mr. Hearst) urging that "Get Slim" advertise in the bad Mr. Hearst's very bad "Sunday American."

Query—When, in the bright lexicon of Hearst, is a fake advertisement not "objectionable"?

Answer—When it can pay the Hearst price.

Enclosed find "ad" from to-day's "American." I visited the place where the sale was to be held and found that there was not a single victrola, graphophone or Edison machine in the place, and the machines on hand were cheaply constructed, made for the purpose of being sold at auction. Upon talking to the auctioneer in reference to the matter he informed myself and others that the printer had made a mistake, and what he had meant to say in his "ad" was that he had victrolas and graphophones of styles of machines. This explanation is both "fishy" and untrue and it seems to us that something should be done to stop this kind of advertising which causes people to lose their money and time.

The advertisement complained of specified "250 Victor Victrolas, Graphophones and Edison Phonographs ranging from \$15.00 to \$250 each" to be auctioned by J. Singer at 14 Orchard Street. Plainly this is an employment of established terms for names for purpose of misrepresentation, and the aggrieved consumer could doubtless make trouble for J. Singer, Auctioneer. His explanation throwing the blame upon the printer is a palpable falsehood. There are no victrolas or graphophones "styles of machines" worth \$250. Should J. Singer bow up again under the red flag, the authorities may well investigate his methods.

We note the communication of Ralph Neumuller printed in the Ad-visor column of The Tribune concerning the effect of using Milady Décolleté Gillette on the under-arm. Mr. Neumuller's mistake is a natural one—he simply fails to take into consideration the different conditions attending the growth of hair on the under-arm from that growth on the face. It is perfectly true, just as the announcement of Milady Décolleté states, that women have been using the Gillette razor on the under-arm for years without any perceptible coarsening or stiffening of the growth. Dermatologists and physicians, who have been asked about this have said that the reason is that the under-arm is protected from the air, and that with the constant moisture and the abundant natural secretion of oil on the under-arm—keeps the new hair soft and fine, and apparently not affected by shaving even over a period of years.

A question arose on this subject was recently sent to a list of prominent physicians. The questions, with the reply that was almost invariably made, were as follows:

Is it true that the use of depilatories drastic enough to destroy hair will also injure the skin or cause irritation?

Ans. Yes.

Does the practice of shaving under the arm tend to stiffen the hair?

Ans. No.

Is it true that because the under-arm is protected from the air, and because of the constant moisture and the abundant secretion of oil, the hair grows soft and fine in spite of shaving?

Ans. Yes.

Our faith in the fairness of the Tribune Ad-visor leads us to believe that the same prominence will be given to our reply as was given to Mr. Neumuller's query. It is obvious that the mere raising of a question of this kind in the Ad-visor's mind that a depilatory gown (and the Gillette advertisement is directed to women who affect this type of garment) does not noticeably protect the arm or its immediate vicinity from the air, nevertheless Mr. Cole's interesting theory is presented on its merits. It is but fair to say that the Ad-visor has recently heard this theory supported by a Décolleté Milady who spoke from long experience. The last sentence of Mr. Cole's letter expresses so clearly and temperately a feature of importance in the work of this department that it is worth repeating:

"It is obvious that the mere raising of a question of this kind in a column such as you print places an advertiser on the defensive—however honest he may be."

Quite true. And for this very reason the column is always open to any reasonable argument or reply from a criticised advertiser.

An unsigned magazine ad invited me to write to Mrs. Anderson, of Hillburn, N. Y., to tell how she cured her husband of the drink habit. I wrote: Looks fishy.

1.—Is Alcolia a fact? 2.—Has it any virtue? 3.—Is it injurious?

A. P. R.

1.—Yes. 2.—No. 3.—Yes.

## THAW SUES FOR DIVORCE

Names John Francis in Action Begun in Pittsburgh.

### WIFE DESERTED. HE ALSO CHARGES

No Mention of "Pom-Pom," Accused Woman's Child, Is Made in Petition.

Pittsburgh, Sept. 1.—Harry Kendall Thaw, slayer of Stanford White, today, through his attorneys, filed a suit for absolute divorce against Evelyn Nesbit Thaw, naming as co-respondent John Francis, of New York.

The petition alleges that Evelyn was guilty of improper conduct with Francis in December, 1909, and January, 1910, at 31 West Thirty-first Street, New York City, and at divers other times and places. Thaw alleges that Evelyn deserted him in 1910. There is no mention in the bill of "Pom-Pom," Evelyn's child.

Thaw's Divorce Petition.

The petition is as follows:

"That your petitioner, on the fourth day of April, 1905, was lawfully united in marriage with Evelyn Nesbit, and from that time until July 1, 1909, lived and cohabited with her, the said Evelyn Nesbit Thaw, and hath, at all respects demeaned himself as a kind and affectionate husband.

"And although by the laws of God, as well as by their mutual vows pledged to each other, they were reciprocally bound to that constancy and uniform regard which ought to be inseparable from the marriage state, yet it is

"That the said Evelyn Nesbit Thaw, in violation of her marriage vow, hath for a considerable time been guilty with a certain John Francis during December, 1909, and January 10, at 31 West Thirty-first Street, New York City, N. Y., and with divers other persons and at places to your petitioner unknown.

"And the said Evelyn Nesbit Thaw wilfully and maliciously deserted and absented herself from the habitation of the said Harry Kendall Thaw without a reasonable cause for and during the term and space of more than two years, to wit, from July 1, 1909, to date.

"Evelyn's Mother Refuses to Talk.

Mrs. C. J. Holman, of Brooklyn, mother of Evelyn Nesbit Thaw, said to-night that she knew absolutely nothing of the case. She said she did not care to discuss the matter in any phase.

"I am Mrs. Thaw's mother, and what would you think of me if I said anything of the case?" was her closing remark.

After Thaw was sent to Matteawan Evelyn became the mother of a child, to whom was given the name of Russell Thaw, and who is known as "Pom-Pom."

Evelyn kept secret the baby's birth until the child was several months old. Later she gave out a statement asserting that Harry was the father of the child. This Thaw has publicly denied.

## First Girl to Swim Hudson Does Five Miles in Fast Time



Mary Miller, fourteen, who swam 5 1/2 miles in crossing Hudson and back in 1 hour 5 minutes and 25 seconds.

## Fourteen-Year-Old Mary Miller Crosses River at Widest Part and Makes New Record—Sandwich Her Landing Cry.

The first woman to swim the Hudson at its widest point between the Battery and Yonkers and to swim back without touching foot to shore is Mary Miller, fourteen years old. Mary covered this distance, five and a half miles, in one hour fifty-one minutes and twenty-five seconds yesterday afternoon. She had to fight a strong tide and a choppy sea, which slapped her face, and yet she sprinted the last fifty yards and came up smiling at the float.

"I want a ham sandwich," she told her father as he pulled her up, "and I want it quick." She got it, or rather two. When she had been rubbed down and dressed she walked seven blocks to her home. Last night Mary went to the "movies."

Mary's father, John Miller, night editor of The Associated Press, taught her to swim when she was four. Her first appearance in public was six months later, when she made an exhibition swim of fifty yards. Three summers ago she swam the Hudson in forty-eight minutes, but didn't make the return trip.

Mary and her father had to plot darkly to make the attempt yesterday. Mrs. Miller is no swimmer and she hates to see Mary paddling around like a porpoise, with the bottom of the river out of sight beneath her, so the two conspirators sent "Ma" away for an auto ride and stole out to the Manhattan bath, at 143rd Street, at 1 o'clock. Mary was rubbed with vaseline, donned her one-piece suit and dived off the float. Her father and three expert swimmers of the American Lifesaving Society followed in a rowboat. Other sightseers climbed into a big navy cutter.

Mary used the trudgeon with a double overhand most of the way, occasionally changing to the crawl. She

## HER SIMPLE RULES FOR GIRL SWIMMERS

As she walked home from her five-and-a-half-mile swim yesterday, Mary Miller gave the Tribune reporter these simple rules for the girl who wants to swim:

Buy a pair of water wings.

Learn the dog paddle with your arms and never mind your feet.

When you can keep up learn the single overhand stroke. The double, the trudgeon and the Australian crawl may come later.

But, whatever you do, don't try the breast stroke. It is the most fatiguing style there is.

## GIRL WOOS VIOLA, BLOOMERED MISS

### Unboyish Fondness for Farmer's Baby Nearly Disastrous.

### CLEVER CAPTURE BY CHIEF DENIED

### Illness Caused by Sleeping on Damp Ground Made Max Agree to Surrender.

"Frank Saville," in reality Viola Stevens, "certainly did make a hit with the girls," said Max Goodman, who returned to his home in Brooklyn last night with his brother. "Why, when we first went into Tammany, one little girl called 'Oh, you Cutie.' She was right, too, for Vi made one good looking fellow. She got away with it pretty well, too, except once when we were stopping at a farmhouse and she not only played with the baby, but showed too keen an interest in a new dress which the farmer's wife had just made for her little girl. Vi showed too great a knowledge of sewing for a regular boy."

"But it is not true that we wandered aimlessly into the town of Tammany, where we were picked up by Chief of Police Ehlig. We agreed that the best thing we could do was to go and give ourselves up to the police. We made that decision only because I was ill from having slept on damp ground."

Surrendered Themselves.

"At about 5 o'clock we went to the police station at Tammany, and leaving our knapsacks there, started for a stroll around town. It was while we were seeing the sights that we met the chief of police, and asked him where we could get a drink. He directed us to the railroad station. Besides thanking him I said: 'So long, chief. See you to-morrow.'"

"We started to walk off. He followed us and said, 'Who are you?' I answered, 'My name is Max Goodman, and I pointed to Vi, saying, 'This is Viola Stevens.' I was surprised that the chief showed no signs of knowing who we were, for we knew, having seen several newspapers, that detectives were searching for us. At Mauch Chunk, which we reached by freight, a big surprise party awaited us. We were invited to camp by a trainman in the office. This should have made us suspicious, but we were sleepy."

"At 1 o'clock in the morning we were awakened by a detective, who scrutinized us and our baggage carefully. 'Frank' was almost ready to

faint, and I was shaky. We were taken down to the track and told to wait near a switchman's office, while the detective spoke to some one. Here we placed him the slip and hid ourselves on an embankment. When they discovered our absence and began to look for us we got away by taking a road west.

Illness Ends Trip.

"This was about 2:30 a. m. We walked quickly until 5:30, and then camped on some damp ground. Rheumatism got me, and I became pretty lame. When we reached Tammany I was almost all in. We couldn't go much further, and we gave ourselves up to the police. We had supper with the chief. 'Frank' slept at his house and I slept in the lock-up, a bare, cold-walled room, containing four cells, which make one's spirits faint."

"I lay on my bunk for awhile, and then some men were put in with me. That night we were eight men in all. All but I were swearing or singing. It is a horrible place. With its filthy crew it was like a scene from hell."

"Viola, the 'Frank' of the expedition, said she started on the trip simply to do some hiking. Truly feminine, despite her knickers and cap, Viola weaves her story around the culinary end of the hike. She said last night she and I decided to do some hiking. We got an outfit and started away Thursday. We wandered around trying to get strange flowers and insects. At night we slept on the cold, cold ground. We ate potatoes, which we dug up from the fields. We baked them. Occasionally we had corn, peaches and apples. Literally we lived off the enemy."

Viola Tired of Hikes.

"It is true I wore boys' clothing, for how on earth could I hike at a respectable pace in clothes fit for a 'daring little girl'?"

"We finally touched Tammany Tuesday. We learned from newspapers various fairy tales. Evidently the darling reporters have vivid imaginations. The story of the elopement is false. We didn't even think of such infernal stuff."

Viola is no longer threateningly keen on hopping freights, maybe because of the rapid transformation made by her re-entrance into feminine dress. It was without tears, but with suppressed feelings that Viola met her mother and uncle in the parlor at the chief of police's home. The color of her face was a bit delicate for a boy, yet so well did she wear her dark brown knickerbockers, that her disguise could be noticed only after long, careful study."

When Mrs. Stevens saw Viola she cried, 'My little girl.' Then mother and daughter went upstairs and Viola changed her clothes."

To avoid reporters Mrs. Stevens and her daughter will not return to their home until early this morning, when all editions are safely put to bed and reporters snoozing. Mr. Goodman and his brother Max arrived in Jersey City last night and spent the night at the home of a friend.

The true list of "travelling necessities" which Viola and Max carried in their knapsack is: Viola's three curls, a raincoat, note books, the Bible, "The Outdoor World" (Furzeau), and "Insects Abroad" (Wood), a collapsible trying pan, two cakes of soap, towels, maps of states, a bottle of peroxide, two boxes of cotton, a roll of gauze, a hand saw, a hand saw, carbolic ointment, a Baldwin lamp and carbide and three shirts.

## WELSH MINERS ACCEPT

### Terms of Settlement Approved and Strike Is Averted.

London, Sept. 1.—The terms of settlement of the troubles in the South Wales coal fields, which were arranged yesterday in London, thus averting a possible serious strike, were accepted to-day at a general conference of the miners' delegates in Cardiff. The difficulties are now definitely adjusted. There was some opposition among the delegates to the acceptance, but this was soon overcome.

There were additions early to-day to the number of men on strike in the coal fields, but these quit before the holding of the Cardiff conference.

## VITAPHONE THEATRE SPECIAL

### COMING THURSDAY SEPT. 9

Twice Daily, including SUNDAYS, 2:30 & 8:30 P. M.

## GREATEST OF ALL PHOTO-SPECTACLES!!

J. STUART BLACKTON AND ALBERT E. SMITH Will Present

## THE BATTLE OF PEACE

BY J. STUART BLACKTON, BASED ON HUDSON MAXWELL'S "DEFENCELESS AMERICA." STAGED BY J. L. ROTHAPPEL.

## A THRILLING HUMAN STORY OF America's Unpreparedness for War—Pronounced by the Nation's Foremost Military and Scientific Minds THE CAMERA'S MASTERPIECE.

WITH **CHARLES RICHMAN** AND NOT-ABLE CAST

SEE —The Bombardment of New York. —The Invading Horde. —Wall Street in Flames. —The Aeroplane Raids. —Submarine Torpedo Attacks. —The Vivid Battle Scenes. —The Feeding of the Fires of Destruction. —The Riot at the Peace Meeting. —Columbia and the Hosts of Peace.

## THE TRIUMPH OF PREPAREDNESS!!!

30,000 SOLDIERS—17 AEROPLANES AND ZEPPELINS

Submarines—Battleships—Dreadnoughts—Machine Guns—Field Artillery, Each in Its Part with Faithful Exactness.

PRICES \$2—\$1—75c—50c—25c

## APPROPRIATE MUSIC BY SYMPHONY ORCHESTRA OF 25

"A CALL TO ARMS—AGAINST WAR!"

## Thaw Case Correspondent

### Surprised He's Named

At the Hotel Gerard, where he lives, Jack Francis denied yesterday there was any reason why he should be named in the Thaw suit, expressing surprise that his name should be brought in. He said he had not seen Mrs. Thaw for more than three years.

Norman J. Fitzsimmons, of 27 William Street, the private detective who has served Thaw and his attorneys in recent suits, had charge of working up the evidence for the divorce trial.

It is understood that Francis will not be the only name to come into evidence when the case comes to trial. Among others, it is expected that Jack Clifford, Evelyn's dancing partner, at whose summer camp on Chateaugay Lake she has been staying all summer, will also figure in the case. In addition, it is also expected that the name of a prominent Broadway theatrical manager, now married, will be mentioned.

## MEXICAN LOOT SEIZED HERE

### Stolen by Villa's Men, \$20,000 in Fibre Is Recovered at Pier.

Some of the loot taken by Mexican Insurrectionists which found its way to New York was attached yesterday by Deputy Sheriff Joseph Cook on a writ of replevin sworn out for the owners in Cerritos, San Luis Potosi. The stolen goods consisted of 1,121 bales of little fibre, valued at \$20,000, and were seized at Pier 51, where they had been unloaded by the Southern Paper Company. Edward and Harold Meade, British subjects, and Miss Kate Meade, an American citizen, were the owners, and the fibre was taken from their store at Cerritos on July 10 by followers of General Villa.

Twenty-three hundred bales were taken, all marked with the Meade code, which in some instances was changed by the marauders. Part of the fibre was shipped to El Paso and the rest to Galveston, where it was transhipped to this city. The other bales are believed to be in Brooklyn.

## ARABIC SURVIVORS ARRIVE

### Thirty-eight Came Over in American Liner St. Paul.

Thirty-eight survivors of the Arabic were passengers on the American Liner steamer St. Paul, which arrived at Quarantine last night from Liverpool.

Among the passengers were Mr. and Mrs. Zillah Covington, Peter Dowling, Otto T. Bannard, Captain Thomas Anderson, C. G. Loring and Clifford N. Carver, secretary to Ambassador Page in London.

## JERSEY COW MAKES RECORD

### One at Lafayette Produces 15,000 Pounds of Milk in a Year.

Newton, N. J., Sept. 1.—Fred Champion, owner of the Jersey County Cattle Testing Association, announces that a grade cow owned by Edward Ackerson, of Lafayette, produced more than 15,000 pounds of milk and 495.1 pounds of butter fat during the year ending last year. This is the record of the grade cows in the association.

THESE NEW YORK THEATRES HAVE NO DEALINGS WITH TYSON CO.

<b>GAIETY</b> Broadway & 46th St. Mat. 2:15. Evs. 8:10. Matinee 2:15. Evs. 8:10. Matinee 2:15. Evs. 8:10.	<b>JUST OUTSIDE THE DOOR</b> Next Mon. Matinee. Seats Now.	<b>NEW AMSTERDAM</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>HARRIS</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>RUTH CHATTERTON IN DADDY LONG-LEGS</b> Next Mon. Matinee. Seats Now.	<b>ZIEGFELD FOLLIES</b> After the Play Vals. Dance de Folies.
<b>Rolling Stones</b> Hudson West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>THE BIRTH OF A NATION</b> At the Liberty 143 St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>NEW FROLIC</b> At the Liberty 143 St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>UNDER FIRE</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>LYCEUM</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>MARIE TEMPEST</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>REPUBLIC</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>FULTON</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>"SOME BABY"</b> Columbia Circle and 53rd St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>COMMON SENSE</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>PARK</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>MAY IRWIN</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>THE BOOMERANG</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>"13 WASHINGTON SQUARE"</b> 250 W. Broadway. 50c to \$1.00. 1st Balcony, 50c to \$1.00. 2nd Balcony, 50c to \$1.00. 3rd Balcony, 50c to \$1.00.	<b>GLOBE</b> Broadway and 46th St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>ELTINGE</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>WINTER GARDEN</b> Broadway and 46th St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>ASTOR</b> Broadway and 46th St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>SEE MY LAWYER</b> With Roy Barner and Capable Cast.	<b>YOUNG AMERICA</b> Broadway and 46th St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>CANDLER</b> Broadway and 46th St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.
<b>COHAN'S ELTINGE</b> West 42d St. Evs. 8:10. Mat. 2:15. Evs. 8:10. Mat. 2:15.	<b>THE HOUSE OF GLASS</b> A Bigger Hit Than "On Trial."	<b>THE GIRL WHO SMILES</b> Direct from its Brilliant Success at the Lyric Theatre.

## CASINO

Broadway & 39th St. Phone 3444 Greeting. Evenings 8:15. Matinees Wed. & Sat. 2:15.

EXTRA MATINEE LABOR DAY. MESSRS. SHUBERT PRESENT THE MOST TITILLATING AND NEWEST OF VIENNESE OPERETTAS.

## THE BLUE PARADISE

WITH **CECIL LEAN** AND A SINGING COMPANY OF 110 PERSONS

Including FRANCES DEMAREST, CLEO MAYFIELD, VIVIANE NEGAL, HATTIE BURNS, ROBERT G. FITZGERALD, TED LORRAINE, OTTO SCHULZ, WALTER ARMIN, Others.

The book by LEO STEIN. Author of "The Merry Widow." Music by EDMUND KRYLER. Adapted by EDGAR SMITH.

"Promises to rival all musical successes in a quarter of a century." "Full of lively tunes, pretty girls and dances. Casino returns to its first love. Exquisite operetta." —New York Tribune.

## RED-MAN COLLARS

TROY'S BEST PRODUCT

## ASTOR

"A PLAY THAT EVERY ONE SHOULD SEE"—GLOBE

## YOUNG AMERICA

BIGGEST HIT IN YEARS!

## CANDLER

A Bigger Hit Than "On Trial."

## THE HOUSE OF GLASS

A Bigger Hit Than "On Trial."

## THE GIRL WHO SMILES

Direct from its Brilliant Success at the Lyric Theatre.

## S.S. 'Mandalay' DANCING

Lee's American Roof

## 12-ACT VAUDEVILLE SHOW

DELIGHTFUL HUMANITY

## VITAPHONE

4th & Broadway. 10:10 P. M. 1st & 2nd. Last in Nutcracker. All other places.